



# CITY OF COOPERSVILLE

## Downtown Development Authority

### Downtown Development Authority Marketing & Economic Development Administrator – Job Description

**Title:** Downtown Development Authority Marketing & Economic Development Administrator

**Summary of Duties:** Under the direct supervision of the DDA Director (City Manager), the Downtown Development Authority (DDA) Marketing & Economic Development Administrator is responsible for reporting to the DDA Director. In addition to these responsibilities, the administrator acts as the primary staff person and is responsible for organizing marketing and promotional activities, overseeing the DDA sponsored projects and acting as a liaison between the DDA, local business owners, other public agencies and local organizations. The DDA supports businesses within the DDA district. The DDA Marketing & Economic Development Administrator regularly communicates with the DDA Director and other city staff as required.

**Typical Duties:** The individual in this position may do any or all of the following typical duties. This list may not include all of the duties that the employee may be expected to perform.

1. Responsible for administrative aspects of the DDA including, but not limited to record keeping and assist with development, preparation of DDA reports, grant reporting (when applicable), project status, meeting agendas, preparation of board packets with all supporting documents and information, recording meeting notes and preparation of the meeting minutes. The DDA Marketing & Economic Development Administrator prepares for the annual budget and annual budget amendments for board review and approval.
2. Attends monthly board meetings of the DDA and DDA committee meetings when requested.
3. Acts as an advocate for the DDA District with a focus on downtown. Conducts on-going public awareness through various forms including media and social media. The DDA Marketing & Economic Development Administrator develops initiatives and/or creates opportunities to enhance appreciation for the DDA District and its assets. This includes sending press releases, detailed informational content and photos to media outlets.

4. Works with volunteers and others involved in DDA related projects and events in coordinating promotional activities.
5. Supports event organizers during DDA sponsored Special Events Develops a marketing plan by working with other entities and supporting nonprofit organizations. Additionally, there may be recommended sponsorship in area events, not directly run by the DDA, but events the DDA supports. Promotes DDA Sponsored Events through various channels including print, local web sites, media listings.
6. Promotes business retention and attraction strategies. Maintains awareness of issues affecting particular businesses or the community. This includes facilitating DDA red ribbon cutting ceremonies for new businesses. This will require meeting new and potential business owners; it may involve giving tours to prospective owners/investors. It will involve communication with city officials at times.
7. Acts a point person for Downtown related inquires and issues. Fosters and maintains a cooperative working relationship with existing business owners, prospective developers, residents, and government agencies. Periodically updates businesses on the efforts of programs the DDA offers.
8. Acts as a liaison between the DDA Board and the City Council, attending meetings of these boards and when meeting agendas contain matters of interest to the DDA.
9. Assists the DDA and city manager in identifying and securing grant opportunities for the downtown development.
10. Participates in occasional meetings with the city manager, department of public works, and the sheriff's office regarding large scale events.
11. Assists with the organization and administration of the DDA's district façade grant improvement program (when offered). Involves annual revisions to the program at the direction of the DDA board. Implementing this program includes a district wide mailing electronic posting, data collection, getting all information to a review committee, facilitation of award and denial letters following each grant program through to the completion and financial reimbursement of allocated funds.
12. Performs other duties as assigned by the city manager (DDA Director).
13. Responds to email communications, phone calls and messages including social media. Responds to business owner's requests for appointments with regard to DDA initiatives, and or suggestions for the DDA board.
14. Web design and updates that is engaging with updated information, media that may include both television and radio, social media. Submission to local papers of articles of interest for the DDA district which could be inclusive of upcoming events, new businesses, attractions, updates on businesses etc. Implementation of marketing plan to align with the budget

perimeters and pre-approved budget set by DDA. Develop a committee and working with that said committee to report back to the DDA Director and the entire board based on the approval of the marketing bid(s). This plan should bring awareness and consistency to our growing downtown supporting the local business and branding campaign within the DDA district.

15. The DDA Marketing & Economic Development Administrator is responsible for purchasing of DDA supplies for day-to-day operations and supplies for initiatives, events, and programs. Expenses to align with the pre-approved DDA budget.

**Preferred Experience:**

- The DDA Marketing & Economic Development Administrator position requires a minimum of an Associate's degree preferably in Marketing and advertising or adequate work experience. Excellent communication skills are desired, exceptional computer knowledge and skills. Interpersonal communication skills within an office setting.
- Must be a dynamic individual with a high level of initiative as a self-starter.
- Must be able to take direction under the supervision of the DDA Director and DDA Board.
- Must be outgoing individual who builds strong alliances with existing community leaders and businesses. The duties and responsibilities which are set forth in this document are described to meet the general requirements of the position and are not to be considered an all-inclusive list. Therefore, additional related duties may be assigned, and this job description may be revised from time to time to reflect changes in the operations and responsibilities of the City and the Downtown Development Authority.

**Pay Rate:**

- \$18 to \$20.00 per hour
- 18-20 hours per week
- Flexible schedule

**Application Process:**

Return completed application, resume, and cover letter by email to [dluce@cityofcoopersville.com](mailto:dluce@cityofcoopersville.com) or mail to City Manager Dennis Luce, City of Coopersville 289 Danforth Street, Coopersville, MI 49404. Position open until filled. For a detailed job description and application visit [www.cityofcoopersville.com/human-resources](http://www.cityofcoopersville.com/human-resources). EOE/ADA